



House Talk media pack

2011/12



House Talk is the magazine for tenants and leaseholders of Portsmouth City Council's housing service.

It is delivered (polywrapped) directly, by post, to approximately 17,500 residents, and an additional 1,000 copies are printed to display in the seven area housing offices and at the Navigators Resource Centre, on Isambard Brunel Road, city centre.

House Talk has a strong web presence on the council's website, with the summer and autumn 2010 editions reaching achieving 2,439 and 1,560 unique views each (respectively). The winter issue has achieved 2,708 unique views. These numbers grow every day.

What readers think...*

- 95% of residents (who replied to the survey) find *House Talk* 'very' or 'reasonably' useful
- 93% trust the information in the magazine all or most of the time
- 90% enjoy reading the magazine all or most of the time
- 88% think the magazine is excellent or good overall

The magazine is produced four times a year: spring (early April), summer (early July), autumn (late September/early October) and winter (December).

The magazine is a vital element of the housing service's communications with its residents and leaseholders, and in keeping with the service's ethos, has been designed, and is written, with the specific audience in mind.

The magazine is a mixture of resident stories, events, puzzles, statutory information (e.g. rent information) and news. *House Talk* is an essential read.

The look and tone of the magazine is popular with residents and tailored to their needs. The magazine is well-read and liked.

*from a sample size of 100 readers. Margin of error is 6% +/-

What we offer:

- Extremely reasonable advertising opportunities which can reach a specific audience
- Creative design
- The opportunity to be linked with a trusted brand (the city council) and trusted, enjoyed publication

rates:

eighth page: **£80** quarter page: **£150**

half page: **£300** full page: **£500**

Advertising is also possible on the polywrap the magazine is distributed in. This costs **£1,000**.

interested?

Please call (023) 9283 4176 or email richard.peckham@portsmouthcc.gov.uk.